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April 27, 1956
Dear Allen:
In reading the recent statements concerning
the new accent on foreign aid - an accent Lloyd and I
of course feel is 100% to the good - a thought occurred
to me that might help
even more.
While there may be good reasons you know of
for not making the stress indicated in the enclosed note,
still I thought there was no harm done in passing it on
to you. Lloyd also agrees.
Hope this finds you back in the tennis courts
with loose arms.
As ever,
(23)

## CONCERNING THE NEW EMPHASIS ON FOREIGN AID

In order to take <u>full</u> advantage of new statements of policy:

Instead of using the phrase "economic and social aid" to (i.e. India),
use "economic and social aid to help India help the Indian people."

<u>Instead of using</u> the phrase "economic and social aid to underdeveloped areas,"

use "economic and social aid to the people in underdeveloped areas."

While such a suggestion may seem hair-splitting, trivial or redundant, the constant stress on people might convey a <u>feeling</u> that would have several advantages by implication:

- That the U.S. is not trying to dominate any country and is not threatening its independence - we are interested in the people of that country and their welfare.
- Greater sense of "partnership" between the American people and the people in countries or areas being helped.
- The U.S. is not trying to support any <u>particular</u> party or government that happens to be in power now, but must, obviously, work through that government.
- That our aid is not a "political" matter that will be affected by any changes that may take place in the American administration.
- Such emphasis would keep reminding both U.S. officials and those officials on the receiving end that it is the <u>consequences of our aid on people</u> that we are concerned with.
- Such emphasis would help show that the Soviet Union and Communism are not the only ones concerned with the welfare of people.

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